

ORDER



Orders
Order / Rev: 68956
Alt Order #: 9853530 /Brad
Product Desc: John McNally-SD15
Estimate:
Flight Dates: 10/30/12 - 11/06/12
Original Date / Rev: 10/29/12 / 11/02/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency
Name: Red Maverick Media
Buying Contact:
Billing Contact:
 401 N 2nd Street
 Harrisburg, PA 17101

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: McNally/R/PA Senate
Demographic: A35+
Product Codes: State Elections
Priority: P-3
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	95	\$31,205.00	\$26,524.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	95	\$31,205.00	\$26,524.25	0.00
Totals	95	\$31,205.00	\$26,524.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHP-TV CBS21	25%	\$31,205.00
Market	100%	\$124,820.00

Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	75%	\$93,615.00
WGAL	0%	\$0.00
WHTM	0%	\$0.00
WLYH	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	10/30/12	11/05/12	M-F 5a-6a News CBS 21 News at 5a	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	MTWTF--	:30	5	\$30.00	P-3	0.00	NM	5	\$150.00
N 2	WHP	10/30/12	11/05/12	M-F 5a-6a News CBS 21 News at 5a	CM	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	MTWTF--	:30	5	\$30.00	P-3	0.00	NM	5	\$150.00
N 3	WHP	10/30/12	11/05/12	M-F 6a-7a News CBS 21 News at 6a	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	MTWTF--	:30	5	\$70.00	P-3	0.00	NM	5	\$350.00
N 4	WHP	10/30/12	11/05/12	M-F 6a-7a News CBS 21 News at 6a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	MTWTF--	:30	5	\$70.00	P-3	0.00	NM	5	\$350.00
N 5	WHP	10/30/12	11/05/12	CBS This Morning CBS This Morning	CM	7a-9a	MTWTF--	:30	6	\$40.00	P-3	0.00	NM	6	\$240.00
N 6	WHP	10/30/12	11/05/12		CM	1030a-1130a	-----S	:30	1	\$285.00	P-3	0.00	NM	1	\$285.00

WHP-TV CBS21

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Advertiser: McNally/R/PA Senate
 Product Desc: John McNally-SD15
 Estimate:

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N12	WHP	10/30/12	11/05/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTWTF--	:30	5	\$400.00	P-3	0.00	NM	2	\$800.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	WHP	10/30/12-11/05/12	M-F 7p-730p See MG 18.3,18.4,18.5,18.6,18.7,18.8,18.9,18.10,18.11,18.12,18.13,18.14,18.15,18.16,18.17,18.18 [No Avail]	7p-730p		MTWThF----		:30		(\$400.00)		0.00	NM		
4	WHP	10/30/12-11/05/12	M-F 7p-730p See MG 10.6,10.7,10.8,10.9,10.10 [No Avail]	7p-730p		MTWThF----		:30		(\$400.00)		0.00	NM		
5	WHP	10/30/12-11/05/12	M-F 7p-730p See MG 18.3,18.4,18.5,18.6,18.7,18.8,18.9,18.10,18.11,18.12,18.13,18.14,18.15,18.16,18.17,18.18 [No Avail]	7p-730p		MTWThF----		:30		(\$400.00)		0.00	NM		
N13	WHP	10/30/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	MTWTF--	:30	5	\$450.00	P-3	0.00	NM	6	\$900.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	10/30/12-11/05/12	M-F 730p-8p See MG 18.3,18.4,18.5,18.6,18.7,18.8,18.9,18.10,18.11,18.12,18.13,18.14,18.15,18.16,18.17,18.18 [No Avail]	730p-8p		MTWThF----		:30		(\$450.00)		0.00	NM		
2	WHP	10/30/12-11/05/12	M-F 730p-8p See MG 18.3,18.4,18.5,18.6,18.7,18.8,18.9,18.10,18.11,18.12,18.13,18.14,18.15,18.16,18.17,18.18 [No Avail]	730p-8p		MTWThF----		:30		(\$450.00)		0.00	NM		
4	WHP	10/30/12-11/05/12	M-F 730p-8p See MG 13.6,13.7,13.8,13.9,13.10 [Due to Political] Due to Political	730p-8p		MTWThF----		:30		(\$450.00)		0.00	NM		
5	WHP	10/30/12-11/05/12	M-F 730p-8p See MG 18.3,18.4,18.5,18.6,18.7,18.8,18.9,18.10,18.11,18.12,18.13,18.14,18.15,18.16,18.17,18.18 [No Avail]	730p-8p		MTWThF----		:30		(\$450.00)		0.00	NM		
6	WHP	11/01/12-11/05/12	M-F 2p-3p Ⓜ MG for 13.4 10/31 [MG within Flight]	2p-3p		M--ThF----		:30		\$135.00		0.00	NM		
7	WHP	11/01/12-11/05/12	M-F 2p-3p Ⓜ MG for 13.4 10/31 [MG within Flight]	2p-3p		M--ThF----		:30		\$135.00		0.00	NM		
8	WHP	10/30/12-11/05/12	Face the State Ⓜ MG for 13.4 10/31 [MG within Flight]	1130a-12p		-----Su		:30		\$110.00		0.00	NM		
9	WHP	10/30/12-11/05/12	Sa-Su LF Ⓜ MG for 13.4 10/31 [MG within Flight]	11:30 PM-12:30 AM		-----SaSu		:30		\$35.00		0.00	NM		
10	WHP	10/30/12-11/05/12	Sa-Su LF Ⓜ MG for 13.4 10/31 [MG within Flight]	11:30 PM-12:30 AM		-----SaSu		:30		\$35.00		0.00	NM		
N14	WHP	10/30/12	11/05/12	Sa Prime Access Rotator Sa Prime Access Rotator	CM	7p-8p	-----S-	:30	4	\$135.00	P-3	0.00	NM	4	\$540.00
N15	WHP	10/30/12	11/05/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	MTWTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
N16	WHP	10/30/12	11/05/12	Sa-Su 11p-1130p News CBS 21 News Weekend	CM	11p-1130p	-----SS	:30	5	\$90.00	P-3	0.00	NM	2	\$180.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WHP	10/30/12-11/05/12	Sa-Su 11p-1130p News Credited [Credited Spot]	11p-1130p		-----SaSu		:30		(\$90.00)		0.00	NM		
4	WHP	10/30/12-11/05/12	Sa-Su 11p-1130p News See MG 18.3,18.4,18.5,18.6,18.7,18.8,18.9,18.10,18.11,18.12,18.13,18.14,18.15,18.16,18.17,18.18 [No Avail]	11p-1130p		-----SaSu		:30		(\$90.00)		0.00	NM		
5	WHP	10/30/12-11/05/12	Sa-Su 11p-1130p News See MG 18.3,18.4,18.5,18.6,18.7,18.8,18.9,18.10,18.11,18.12,18.13,18.14,18.15,18.16,18.17,18.18 [No Avail]	11p-1130p		-----SaSu		:30		(\$90.00)		0.00	NM		
N17	WHP	10/30/12	11/05/12	Mon Reg 1 Mon 8p-9p	CM	8p-9p	M-----	:30	1	\$1,300.00	P-3	0.00	NM	1	\$1,300.00

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 Estimate:

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N17	WHP	10/30/12	11/05/12	Mon Reg 1 Mon 8p-9p	CM	8p-9p	M- - - - -	:30	1	\$1,300.00	P-3	0.00 NM	1	\$1,300.00
N18	WHP	10/30/12	11/05/12	Mon Reg 2 Mon 9p-10p	CM	9p-10p	M- - - - -	:30	2	\$1,400.00	P-3	0.00 NM	20	\$13,640.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N18	WHP	10/30/12	11/05/12	Mon Reg 2 Mon 9p-10p	CM	9p-10p	M-----	:30	2	\$1,400.00	P-3	0.00	NM	20	\$13,640.00
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type						
1	WHP	10/30/12-11/05/12	Mon Reg 2	9p-10p	M-----	:30	(\$1,400.00)	0.00	NM						
		See MG 18.3,18.4,18.5,18.6,18.7,18.8,18.9,18.10,18.11,18.12,18.13,18.14,18.15,18.16,18.17,18.18 [No Avail]													
2	WHP	10/30/12-11/05/12	Mon Reg 2	9p-10p	M-----	:30	(\$1,400.00)	0.00	NM						
		See MG 18.3,18.4,18.5,18.6,18.7,18.8,18.9,18.10,18.11,18.12,18.13,18.14,18.15,18.16,18.17,18.18 [No Avail]													
3	WHP	10/30/12-11/05/12	Mon Reg 2	9p-10p	M-----	:30	(\$1,500.00)	0.00	NM						
		Ⓜ Credited [Credited Spot]													
4	WHP	10/30/12-11/05/12	Wed Reg 2	9p-10p	--W-----	:30	\$1,600.00	0.00	NM						
		Ⓜ MG for 11.2,12.3,13.2,33.2,13.5,11.1,18.2,16.5,18.1,24.1,31.1,13.1,19.1,22.1,25.1,12.5,21.1,33.1,26.1,16.4 [MG within Flight]													
5	WHP	10/30/12-11/05/12	Fri Reg 1	8p-9p	-----F----	:30	\$800.00	0.00	NM						
		Ⓜ MG for 11.2,12.3,13.2,33.2,13.5,11.1,18.2,16.5,18.1,24.1,31.1,13.1,19.1,22.1,25.1,12.5,21.1,33.1,26.1,16.4 [Due to Political] Due to Political													
6	WHP	10/30/12-11/05/12	NFL RS Game Steelers	4:00 PM-7:00 PM	4:00 PM-7:00 P-----Su	:30	(\$1,800.00)	0.00	NM						
		Ⓜ See MG 18.19,18.20,18.21,18.22,18.23,18.24 [Due to Political] Due to Political													
7	WHP	10/30/12-11/05/12	NFL RS Game Steelers	4:00 PM-7:00 PM	4:00 PM-7:00 P-----Su	:30	\$3,000.00	0.00	NM						
		Ⓜ MG for 11.2,12.3,13.2,33.2,13.5,11.1,18.2,16.5,18.1,24.1,31.1,13.1,19.1,22.1,25.1,12.5,21.1,33.1,26.1,16.4 [MG within Flight]													
8	WHP	10/31/12-11/05/12	M-F 7p-730p	7p-730p	M-WThF----	:30	\$700.00	0.00	NM						
		Ⓜ MG for 11.2,12.3,13.2,33.2,13.5,11.1,18.2,16.5,18.1,24.1,31.1,13.1,19.1,22.1,25.1,12.5,21.1,33.1,26.1,16.4 [Due to Political] Due to Political													
9	WHP	10/31/12-11/05/12	M-F 7p-730p	7p-730p	M-WThF----	:30	\$700.00	0.00	NM						
		Ⓜ MG for 11.2,12.3,13.2,33.2,13.5,11.1,18.2,16.5,18.1,24.1,31.1,13.1,19.1,22.1,25.1,12.5,21.1,33.1,26.1,16.4 [MG within Flight]													
10	WHP	10/31/12-11/05/12	M-F 730p-8p	730p-8p	M-WThF----	:30	\$800.00	0.00	NM						
		Ⓜ MG for 11.2,12.3,13.2,33.2,13.5,11.1,18.2,16.5,18.1,24.1,31.1,13.1,19.1,22.1,25.1,12.5,21.1,33.1,26.1,16.4 [Due to Political] Due to Political													
11	WHP	10/31/12-11/05/12	M-F 730p-8p	730p-8p	M-WThF----	:30	\$800.00	0.00	NM						
		Ⓜ MG for 11.2,12.3,13.2,33.2,13.5,11.1,18.2,16.5,18.1,24.1,31.1,13.1,19.1,22.1,25.1,12.5,21.1,33.1,26.1,16.4 [MG within Flight]													
12	WHP	10/31/12-11/05/12	M-F 730p-8p	730p-8p	M-WThF----	:30	\$800.00	0.00	NM						
		Ⓜ MG for 11.2,12.3,13.2,33.2,13.5,11.1,18.2,16.5,18.1,24.1,31.1,13.1,19.1,22.1,25.1,12.5,21.1,33.1,26.1,16.4 [MG within Flight]													
13	WHP	10/30/12-11/05/12	Thu Reg 1	8p-9p	---Th-----	:30	\$1,700.00	0.00	NM						
		Ⓜ MG for 11.2,12.3,13.2,33.2,13.5,11.1,18.2,16.5,18.1,24.1,31.1,13.1,19.1,22.1,25.1,12.5,21.1,33.1,26.1,16.4 [MG within Flight]													
14	WHP	10/30/12-11/05/12	Sun Reg 1	7p-8p	-----Su	:30	\$1,800.00	0.00	NM						
		Ⓜ MG for 11.2,12.3,13.2,33.2,13.5,11.1,18.2,16.5,18.1,24.1,31.1,13.1,19.1,22.1,25.1,12.5,21.1,33.1,26.1,16.4 [MG within Flight]													
15	WHP	10/31/12-11/05/12	M-F 4p-5p	4p-5p	M-WThF----	:30	\$150.00	0.00	NM						
		Ⓜ MG for 11.2,12.3,13.2,33.2,13.5,11.1,18.2,16.5,18.1,24.1,31.1,13.1,19.1,22.1,25.1,12.5,21.1,33.1,26.1,16.4 [MG within Flight]													
16	WHP	10/31/12-11/05/12	M-F 4p-5p	4p-5p	M-WThF----	:30	\$150.00	0.00	NM						
		Ⓜ MG for 11.2,12.3,13.2,33.2,13.5,11.1,18.2,16.5,18.1,24.1,31.1,13.1,19.1,22.1,25.1,12.5,21.1,33.1,26.1,16.4 [MG within Flight]													
17	WHP	10/31/12-11/05/12	Late Late Show	1235a-135a	M-WThF----	:30	\$20.00	0.00	NM						
		Ⓜ MG for 11.2,12.3,13.2,33.2,13.5,11.1,18.2,16.5,18.1,24.1,31.1,13.1,19.1,22.1,25.1,12.5,21.1,33.1,26.1,16.4 [MG within Flight]													
18	WHP	10/31/12-11/05/12	Late Late Show	1235a-135a	M-WThF----	:30	\$20.00	0.00	NM						
		Ⓜ MG for 11.2,12.3,13.2,33.2,13.5,11.1,18.2,16.5,18.1,24.1,31.1,13.1,19.1,22.1,25.1,12.5,21.1,33.1,26.1,16.4 [MG within Flight]													
19	WHP	10/30/12-11/05/12	Sa-Su 11p-1130p News	11p-1130p	-----SaSu	:30	\$200.00	0.00	NM						
		Ⓜ MG for 18.6 11/04 [MG within Flight]													
20	WHP	10/30/12-11/05/12	Sa-Su 11p-1130p News	11p-1130p	-----SaSu	:30	\$200.00	0.00	NM						

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N18	WHP	10/30/12	11/05/12	Mon Reg 2 Mon 9p-10p	CM	9p-10p	M-----	:30	2	\$1,400.00	P-3	0.00	NM	20	\$13,640.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	Ⓜ	MG for 18.6 11/04													
		[MG within Flight]													
21	WHP	11/05/12-11/06/12	M-F 5a-6a News			5a-6a	MT-----	:30		\$60.00		0.00	NM		
	Ⓜ	MG for 18.6 11/04													
		[MG within Flight]													
22	WHP	11/05/12-11/06/12	M-F 5a-6a News			5a-6a	MT-----	:30		\$60.00		0.00	NM		
	Ⓜ	MG for 18.6 11/04													
		[MG within Flight]													
23	WHP	11/05/12-11/06/12	M-F 5a-6a News			5a-6a	MT-----	:30		\$60.00		0.00	NM		
	Ⓜ	MG for 18.6 11/04													
		[MG within Flight]													
24	WHP	10/30/12-11/05/12	Sa 1230a-130a			1230a-130a	-----Sa--	:30		\$20.00		0.00	NM		
	Ⓜ	MG for 18.6 11/04													
		[MG within Flight]													
N19	WHP	10/30/12	11/05/12	Tue Reg 1 Tue 8p-9p	CM	8p-9p	-T-----	:30	1	\$1,800.00	P-3	0.00	NM	0	\$0.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	10/30/12-11/05/12	Tue Reg 1	8p-9p		-T-----		:30		(\$1,800.00)		0.00	NM		
		See MG 18.3, 18.4, 18.5, 18.6, 18.7, 18.8, 18.9, 18.10, 18.11, 18.12, 18.13, 18.14, 18.15, 18.16, 18.17, 18.18													
		[No Avail]													
N20	WHP	10/30/12	11/05/12	Tue Reg 2 Tue 9p-10p	CM	9p-10p	-T-----	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
N21	WHP	10/30/12	11/05/12	Tue Reg 3 Tue 10p-11p	CM	10p-11p	-T-----	:30	1	\$1,300.00	P-3	0.00	NM	0	\$0.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	10/30/12-11/05/12	Tue Reg 3	10p-11p		-T-----		:30		(\$1,300.00)		0.00	NM		
		See MG 18.3, 18.4, 18.5, 18.6, 18.7, 18.8, 18.9, 18.10, 18.11, 18.12, 18.13, 18.14, 18.15, 18.16, 18.17, 18.18													
		[No Avail]													
N22	WHP	10/30/12	11/05/12	Wed Reg 2 Wed 9p-10p	CM	9p-10p	--W----	:30	1	\$1,100.00	P-3	0.00	NM	0	\$0.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	10/30/12-11/05/12	Wed Reg 2	9p-10p		--W----		:30		(\$1,100.00)		0.00	NM		
		See MG 18.3, 18.4, 18.5, 18.6, 18.7, 18.8, 18.9, 18.10, 18.11, 18.12, 18.13, 18.14, 18.15, 18.16, 18.17, 18.18													
		[No Avail]													
N23	WHP	10/30/12	11/05/12	Thu Reg 1 Thu 8p-9p	CM	8p-9p	---T---	:30	1	\$1,700.00	P-3	0.00	NM	1	\$1,700.00
N24	WHP	10/30/12	11/05/12	Fri Reg 1 Fri 8p-9p	CM	8p-9p	----F--	:30	1	\$750.00	P-3	0.00	NM	0	\$0.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	10/30/12-11/05/12	Fri Reg 1	8p-9p		----F--		:30		(\$750.00)		0.00	NM		
		See MG 18.3, 18.4, 18.5, 18.6, 18.7, 18.8, 18.9, 18.10, 18.11, 18.12, 18.13, 18.14, 18.15, 18.16, 18.17, 18.18													
		[No Avail]													
N25	WHP	10/30/12	11/05/12	Sat Reg 1 Sat 8p-9p	CM	8p-9p	-----S-	:30	1	\$1,000.00	P-1	0.00	NM	0	\$0.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	10/30/12-11/05/12	Sat Reg 1	8p-9p		-----Sa--		:30		(\$1,000.00)		0.00	NM		
		See MG 18.3, 18.4, 18.5, 18.6, 18.7, 18.8, 18.9, 18.10, 18.11, 18.12, 18.13, 18.14, 18.15, 18.16, 18.17, 18.18													
		[Program Change]													
N26	WHP	10/30/12	11/05/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	1	\$1,000.00	P-3	0.00	NM	0	\$0.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	10/30/12-11/05/12	Sun Reg 1	7p-8p		-----Su		:30		(\$1,000.00)		0.00	NM		
		See MG 18.3, 18.4, 18.5, 18.6, 18.7, 18.8, 18.9, 18.10, 18.11, 18.12, 18.13, 18.14, 18.15, 18.16, 18.17, 18.18													
		[No Avail]													
N27	WHP	10/30/12	11/05/12	Sun Reg 2 Sun 8p-9p	CM	8p-9p	-----S	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00

Order / Rev: 68956
Alt Order #: 9853530 /Brad
Flight Dates: 10/30/12 - 11/06/12

Advertiser: McNally/R/PA Senate
Product Desc: John McNally-SD15
Estimate:

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N27	WHP	10/30/12	11/05/12	Sun Reg 2 Sun 8p-9p	CM	8p-9p	-----S	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
N28	WHP	10/30/12	11/05/12	Sun Reg 3 Sun 9p-10p	CM	9p-10p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
N29	WHP	10/30/12	11/05/12	SEC Day Game SEC Football Day Game	CM	Various	-----S-	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
N30	WHP	10/30/12	11/05/12	SEC Prime Game SEC Football Night Game	CM	Various	-----S-	:30	2	\$550.00	P-3	0.00	NM	1	\$550.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WHP	10/30/12-11/05/12	SEC Prime Game	Various		-----Sa--		:30		(\$550.00)		0.00	NM		
			Credited [Credited Spot]												
N31	WHP	10/30/12	11/05/12	NFL RS Pre Game NFL RS Pre Game	CM	12p-1p	-----S	:30	2	\$300.00	P-3	0.00	NM	1	\$300.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	10/30/12-11/05/12	NFL RS Pre Game	12p-1p		-----Su		:30		(\$300.00)		0.00	NM		
			See MG 18.3, 18.4, 18.5, 18.6, 18.7, 18.8, 18.9, 18.10, 18.11, 18.12, 18.13, 18.14, 18.15, 18.16, 18.17, 18.18 [No Avail]												
N32	WHP	10/30/12	11/05/12	NFL RS Game Early NFL RS Game Early	CM	1p-4p	-----S	:30	2	\$1,300.00	P-3	0.00	NM	1	\$1,300.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WHP	10/30/12-11/05/12	NFL RS Game Early	1p-4p		-----Su		:30		(\$1,300.00)		0.00	NM		
			Credited [Credited Spot]												
N33	WHP	10/30/12	11/05/12	NFL RS Game Late NFL RS Game Late	CM	4p-7p	-----S	:30	2	\$1,300.00	P-3	0.00	NM	0	\$0.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	10/30/12-11/05/12	NFL RS Game Late	4p-7p		-----Su		:30		(\$1,300.00)		0.00	NM		
			See MG 18.3, 18.4, 18.5, 18.6, 18.7, 18.8, 18.9, 18.10, 18.11, 18.12, 18.13, 18.14, 18.15, 18.16, 18.17, 18.18 [Program Change]												
2	WHP	10/30/12-11/05/12	NFL RS Game Late	4p-7p		-----Su		:30		(\$1,300.00)		0.00	NM		
			See MG 18.3, 18.4, 18.5, 18.6, 18.7, 18.8, 18.9, 18.10, 18.11, 18.12, 18.13, 18.14, 18.15, 18.16, 18.17, 18.18 [Program Change]												
Totals													95	\$31,205.00	